

2019 SPONSORSHIP PROPOSAL

**AES' FIRST ANNUAL**

*Gala of*

*Giving*

**SATURDAY, NOVEMBER 2<sup>ND</sup> 2019**

# Gala of Giving

## OUR MISSION – What we do

For over 28 years, Alliance for Education Solutions, Inc. (AES) has been working to improve the life chances of vulnerable youth by empowering their voice and fostering collaborative, cross-cultural, cross-generational relationships for systemic change. Over the years, the focus of our work has changed to meet youth needs; however, our goal and underlying values that guide our work have remained steadfast.

We work with young people to identify their challenges and to find solutions to those challenges. We support and train young people to advocate for themselves and take on leadership positions. We work to ensure that adults in power create the space to listen to and work with young people. We create spaces for genuine cross-cultural, cross-generational collaborations to succeed, and our programming and staffing philosophies are both youth-oriented and youth-led.

## OUR PROGRAMS – How we make IMPACT

AES works with youth, parents, communities, organizations, elected officials, legislative staffers, and educational institutions through our unique programs:

- The Davitto Leadership Academy: a mentoring program that empowers young people with transferable skills to find their passions, better their communities, and be contributors in their future workplaces
- Sacramento Youth Alliance–Community Action Team: a youth-led advocacy program that engages, empowers, and mobilizes youth to enhance the quality of life for opportunity youth
- Females Leading a Mission of Empowerment: a program for a cross-cultural and cross-generational group of girls and women to network, share resources, be mentored, and empower each other to be the best version of themselves
- Pipeline to College: in partnership with Chico State, this program empowers first generation, low income, and vulnerable youth to be successful after high school





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## WHY Your Support Matters...



“ You are **EMPOWERING** the next generation of leaders  
“I really feel like I can make a change. They are helping me build my voice while making sure it gets heard. People of my generation are so passionate, and this program helps them gain the skills to express and achieve their vision.”



“ You are **IMPROVING** the lives of vulnerable youth  
“Being a part of this program has impacted me because they’ve shown me love that I would never receive anywhere else. To me, it is a safe haven where I can be myself without judgment.”



“ You are providing **HOPE**  
“This program has brought me many new connections with a very diverse and loving group of people...it has taught me that my voice and actions have power, and with that power, I can change the world.”

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**Be a part of something bigger...**

**Be a part of our Connecting Hearts, Expanding Minds Campaign**

This fall we are growing our friends and family, and we want to help grow yours too.

The Gala of Giving is our signature event for our campaign and provides marketing access to many audiences in person, through social media and email, and our website.

**But how many more people can you reach at another event and through a 3-month social media campaign?**

We want to help **SHOW YOUR COMMITMENT** to youth and bettering our community and **INCREASE YOUR BRAND EXPOSURE** to a variety of audiences. That's why our sponsorship packages range in options of reach - so you can select the package that meets your marketing needs.



## Gala of Giving

Expected Attendance: 125 community members, business owners, and young professionals

Expand your reach by:

- Being highlighted in posts to our over 1.5K+ Facebook and 1.5K+ Insta followers (@aesimpact and @syacat)
- Being highlighted in our email newsletter and recognized in post-event emails (up to 4 emails sent to over 400 people equals 1600 views over a 3-4-month time period)

## Voices of Change – Youth Talent Showcase

Expected Attendance: 200 community members, business owners, young professionals, and youth

Expand your reach by:

- Being highlighted in posts to our over 1.5K+ Facebook and 1.5K+ Insta followers
- Having your logo distributed on print/digital/email marketing pieces prior to the event

## Connecting Hearts, Expanding Minds Social Media Campaign

Ongoing campaign from Sept. – Dec. 2019

Expand your reach by:

- Having your logo distributed on 150 marketing pieces
- Being highlighted in posts to our over 1.5K+ Facebook and 1.5K+ Insta followers

CONNECTING  
**HEARTS**

EXPANDING  
**MINDS**  
ALLIANCE FOR EDUCATION SOLUTIONS



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# Gala of Giving

## Title Sponsor - \$2,500 – Only 2 Available!

### Gala of Giving

- Title Sponsor logo on invitation, tickets, and all event materials
- One (1) premium VIP dinner table of 8, including Signature Cocktail Hour and parking, with personalized welcome notes and a special gift for your guests at their place setting
- Branded specialty element: choose from branded photo area or Signature Cocktail Hour display
- Corporate logo placed on welcome signage
- Interior full-page ad in the gala tribute book
- Logo and name recognition included on all pre/post event e-communications
- Corporate logo on bidding paddles
- Corporate item in Gala goodie bags
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop during gala dinner program
- Special verbal recognition as a Title Sponsor during program
- Naming rights for one (1) AES Heart Hero Award and opportunity to present at the gala
- 2-3 minute “hero” video to play at the gala (created and produced by Sponsor)

### Voices of Change

- Corporate logo and name recognition at Voices of Change program
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop before program begins
- Corporate logo on handouts distributed at the event

### #ConnectingHeartsExpandingMinds Social Media Campaign

- Corporate name/logo on 1-month's AES Heart Handouts
- Four (4) highlight photo posts on AES' Social Media

### Marketing (over the next year)

- Four (4) highlight posts on AES' Facebook, Instagram, and LinkedIn
- Prominent hyperlinked logo on AES' website for 1-year
- Prominent hyperlinked logo in AES' Oct. 2019, Dec. 2019, and Feb. 2020 email newsletters
- Company highlight story in AES' October 2019 newsletter
- Prominent hyperlinked logo in AES' 2019 Annual Highlight Report (distributed in Jan./Feb. 2020)

## Changemaker Sponsor - \$1,500

### Gala of Giving

- Changemaker Sponsor logo on invitation and all event materials
- Four (4) premium VIP tickets, including Signature Cocktail Hour and parking, with personalized welcome notes and a special gift for your guests at their place setting
- Co-branded Signature Cocktail Hour Recognition
- Corporate logo placed on welcome signage
- Interior full-page ad in the event tribute book
- Logo and name recognition included on all pre/post event e-communications
- Corporate item in Gala goodie bags
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop during gala dinner program
- Special verbal recognition as a Changemaker Sponsor during program
- Naming rights for on (1) AES Heart Hero Award and opportunity to present at the gala

### Voices of Change

- Corporate logo and name recognition at Voices of Change program
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop before program begins

### #ConnectingHeartsExpandingMinds Social Media Campaign

- Two (2) highlight photo post on AES' Social Media

### Marketing (over the next year)

- Two (2) highlight posts on AES' Facebook, Instagram, and LinkedIn
- Prominent hyperlinked logo on AES' website for 1-year and in AES' Oct. 2019 email newsletter
- Prominent hyperlinked logo in AES' 2019 Annual Highlight Report (dist. in Jan./Feb. 2020)



As a Premium Sponsor, your support will give young people hope, support, and transferable skills to become the best versions of themselves.

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## Advocate Sponsor - \$1,000

### Gala of Giving

- Advocate Sponsor logo on invitation and all event materials
- Two (2) premium VIP tickets, including Signature Cocktail Hour and parking, with personalized welcome notes and a special gift for your guests at their place setting
- Corporate logo placed on welcome signage
- Interior half-page ad in the event tribute book
- Logo and name recognition included on all pre/post event e-communications
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop during gala dinner program
- Special verbal recognition as an Advocate Sponsor during program

### Voices of Change

- Corporate logo and name recognition at Voices of Change program
- Prominent dedicated signage throughout the event site
- Corporate name/logo displayed on screen loop before program begins

### #ConnectingHeartsExpandingMinds Social Media Campaign

- One (1) highlight photo post on AES' Social Media

### Marketing (over the next year)

- One (1) highlight post on AES' Facebook, Instagram, and LinkedIn
- Prominent hyperlinked logo on AES' website for 1-year and in AES' Oct. 2019 email newsletter
- Prominent hyperlinked logo in AES' 2019 Annual Highlight Report (distributed in Jan./Feb. 2020)

## Impact Sponsor - \$500

### Gala of Giving

- Impact Sponsor logo on all event materials
- Two (2) premium VIP tickets, including Signature Cocktail Hour and parking, with personalized welcome notes and a special gift for your guests at their place setting
- Interior 1/4 -page ad in the event tribute book
- Logo and name recognition included on all pre/post event e-communications
- Corporate name/logo displayed on screen loop during gala dinner program
- Special verbal recognition as an Impact Sponsor during program

### Marketing (over the next year)

- One (1) highlight post on AES' Facebook, Instagram, and LinkedIn
- Prominent hyperlinked logo on AES' website for 6-months and in AES' Oct. 2019 email newsletter

## Friend of Youth Sponsor - \$250

### Gala of Giving

- Friend of Youth Sponsor logo on all event materials
- Sponsor two (2) AES youth to attend the gala (includes General Admission Tickets only)
- Interior 1/4 -page ad in the event tribute book
- Logo and name recognition included on all pre/post event e-communications
- Corporate name/logo displayed on screen loop during gala dinner program
- Special verbal recognition as a Friend of Youth Sponsor during program

### Marketing (over the next year)

- One (1) highlight post on AES' Facebook, Instagram, and LinkedIn
- Prominent hyperlinked logo on AES' website for 6-months and in AES' Oct. 2019 email newsletter



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Ready to Join Us in **Making a Difference** in the Lives of Vulnerable Youth  
AND Showcase Your Commitment?



**Contact:**

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\*Please note that Sponsorship Packages can be tailored to meet your marketing needs

[www.aesimpact.org/gala](http://www.aesimpact.org/gala)

